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ABSTRACT

A liquid-crystal-panel drive and driving method capable of preventing unevenness on a display face from occurring after turning off a power supply in a liquid crystal display apparatus using OCB mode liquid crystal. The liquid crystal display apparatus includes a liquid crystal layer using OCB mode liquid crystal, a driver applying a voltage to the liquid crystal layer, a liquid-crystal driving power supply supplying power to the driver, and a switch outputting an on/off signal to the driver. When the switch outputs an off signal, the driver applies a predetermined voltage that can be applied to each pixel of the liquid crystal layer for a predetermined time, and after the elapse of the predetermined time, stops the supply of power to the driver from the liquid-crystal driving power supply.